

VIRGINIA DEPARTMENT OF MOTOR VEHICLES SPECIAL LICENSE PLATE REDESIGN PROCESS

You may request a redesign if your organization has an existing license plate issued by DMV. The new design will replace your existing design. Plates with the old design may continue to be renewed and transferred, but they cannot be reissued. If a plate is lost, stolen, or damaged, it will be replaced with the new design. An applicant may also replace their old plate, at their expense, with the new when it becomes available for issuance. All forms and agreements requested below should be sent to platedevelopment@dmv.virginia.gov.

STEP 1

Sponsoring Entity/Organization (SPONSOR)

- A. Send the completed [License Plate Sponsor Form VSA 154](#)
- B. Send a signed DMV license plate design agreement.

Colleges/Universities Agreement - Public Agreement - Private Agreement - Non Virginia	Signed by the school President or designee to use the new design and/or logo bearing the seal, symbol, emblem, or logotype of that institution of higher education.
Fraternities/Sororities Agreement - License Plate Design	Signed by the governing umbrella organization to use the new design and/or logo.
Localities Agreement - Locality License Plate Design	Signed by the governing body(s) to use their new seal, symbol, emblem or logotype.
Special Interest Agreement - License Plate Design	Signed by the organization sponsor/representative.

STEP 2

DMV License Plate Development (LPD) office

- A. Send receipt confirmation email or phone call to the sponsor after receiving the VSA 154 form.
- B. Send License Plate Design Template (upon request).
- C. Provide consultation and address all questions and concerns at any time during the process.

STEP 3

Sponsoring Entity/Organization (SPONSOR)

Submit electronic artwork. Provide an original raw file of a camera ready design created in a vector-based program (Adobe Photoshop or Illustrator CS6 or later).

STEP 4

DMV License Plate Development (LPD) office

- A. Send a metal license plate prototype to the Sponsor and others for approval.
- B. Order the plates

Submission of Electronic Media Artwork

Preliminary unapproved designs used for marketing purposes should have a disclosure statement informing potential viewers that the designs may be subject to changes pending DMV approval.

The Sponsor is required to provide up to a four-color electronic camera-ready design. Create the design in a vector-based program (Adobe Photoshop or Illustrator CS6 or higher) and send the original raw file.

The use of spot colors is preferable over process-color due to the intensity and the ability to control the inks. If spot colors are being used, only four colors may be used in any design, including black. For example, a design could be comprised of three Pantone® colors in addition to black. If process-color is being used (CMYK), the text on the plate must use one of the process colors to avoid fuzzy edges. Black is preferable for the text in this case. Avoid thin lines less than 1/32 of an inch; they may break up or print unevenly. Avoid heavy coverage of ink in the alpha-numeric areas; it reduces legibility for law enforcement and the design is less likely to be approved.

The logo width cannot not exceed 2 ½ inches. The length may be longer than 3 inches without interfering with the month or year decal on the license plate. It can be positioned on the left or right. The standard font, color (blue), and location of VIRGINIA (positioned at the top of the license plate) must be maintained.

DMV Time Line

The estimated time for plate development and implementation may vary.

SPONSOR – Submit form VSA 154 and the appropriate agreement.	
DMV – Review submissions, send design file to vendor, receive metal prototype for approval.	6 WEEKS
DMV – Prepare and receive metal prototype approvals (sponsor, DMV Commissioner, State Police, and toll road facility).	8 WEEKS
DMV - Order and receive the sheeting for printing.	8 - 10 WEEKS
DMV - Provide system requirements, communication updates.	2 WEEKS

For further information, please contact t DMV License Plate Development:

E-mail: PlateDevelopment@dmv.virginia.gov

Fax: (804) 367-6379

Mail: Virginia DMV
License Plate Development – Room 322
P.O. Box 27412
Richmond, VA 23269-0001

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